

Message Text

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SUBJECT: VISUAL COMMUNICATIONS SEMINAR

1. 120 SPECIALISTS FROM NEARLY ALL REGIONS YUGOSLAVIA REPRESENT-
ING ADVERTISING FIRMS, MARKETING COMPANIES, MAJOR INDUSTRIES,
PRESS, AND ACADEMIA ATTENDED OPENING SESSION OF JOINT US-YUGOSLAV
SEMINAR, "VISUAL COMMUNICATIONS AND ADVERTISING," SEPT. 15,
AT HOTEL INTERCONTINENTAL-ZAGREB.

2. CONSUL GENERAL KAISER OPENED SEMINAR AND WELCOMED THE
PARTICIPANTS ON BEHALF OF THE AMBASSADOR. CG INTRODUCED SEMINAR
CO-CHAIRMAN FCC COMMISSIONER BENJAMIN HOOKS, WHO PRESENTED
HIS AMERICAN COLLEAGUES AND READ A LETTER OF GREETING TO SEMINAR
PARTICIPANTS FROM CONGRESSMAN JOE SKUBITZ, WHICH CLOSES AS
FOLLOWS: "YOUR SEMINAR, 'VISUAL COMMUNICATIONS AND ADVERTISING,'
GOES A LONG WAY TOWARDS ACCEPTING THE GRAVE RESPONSIBILITY
BORNE BY ADVERTISERS EVERYWHERE--NAMELY, THAT INCUMBENT UPON
THOSE WHO HAVE THE POWER TO SWAY MASSES OF PEOPLE. THUS,
PANELISTS AND PARTICIPANTS ALIKE, YUGOSLAV AND AMERICAN, ARE TO
BE CONGRATULATED FOR COMMITTING THEMSELVES TO SUCH AN
AMBITIOUS VENTURE. I WISH YOU ALL SUCCESS."
OPENING CEREMONIES CONTINUED WITH INTRODUCTIONS OF YUGOSLAV
PANELISTS BY DR. CEDO DINTER, YUGOSLAV CO-CHAIRMAN, AND
WORD OF WELCOME BY MARIO HLADNIK, PRESIDENT, CROATIAN
SOCIETY OF ADVERTISERS, REPRESENTING SEMINAR CO-SPONSOR,
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YUGOSLAV SOCIETY OF ADVERTISERS.

3. MORNING LECTURES ON MASS COMMUNICATIONS BY US PANELISTS DUNN AND RAMOND CLOSELY LISTENED TO BY AUDIENCE; QUESTION-AND-ANSWER PERIOD WAS SUBSTANTIVE AND MEANINGFUL. CLEARLY THE YUGOSLAV PARTICIPANTS FELT THE AMERICAN PANELISTS WERE KNOWLEDGEABLE, EXPERT, AND IN A POSITION TO SUPPLY HELPFUL GUIDANCE AND SUGGESTIONS.

4. BOOK EXHIBIT TO SUPPORT SEMINAR EXAMINED CLOSELY BY PARTICIPANTS, ESPECIALLY WORKS WRITTEN OR DESIGNED BY AMERICAN PANELISTS. YUGOSLAV PANELIST TKALAC BORROWED SEVERAL VOLUMES. MATERIALS LEFT ON TABLES AS HAND-OUTS FOR PARTICIPANTS--ADVERTISING CURRICULA OUTLINES, GRAPHICS CATALOGUES, ARTICLES, PAMPHLETS, AND TV CODE REGULATIONS--EAGERLY PICKED UP.

5. EXCELLENT TURNOUT OF YUGOSLAV SPECIALISTS DUE IN LARGE MEASURE TO YUGOSLAV CO-SPONSOR'S EFFORTS; CREDENTIALS YUGOSLAV AND, ESPECIALLY, US PANELISTS; RELEVANCE AND STRONG INTEREST IN SEMINAR THEME. POST'S TOTAL RECEIPT OF PRE-REGISTRATION CARDS INDICATES SAME OR GREATER ATTENDANCE NEXT FOUR SESSIONS. KAISER

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